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Good Morning! It's Saturday, October 13, 1979

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Council may determine fate of Cosmo site

By Mark Enoch
Missourian staff writer

The Columbia City Council Monday night may decide the fate of Cosmopolitan Park as a mall site after almost a month of deliberation on its feasibility.

The proposal to make the park a regional shopping mall site may get a new lease on life if the council moves to keep it open for consideration and adopts Mayor Clyde Wilson's information-gathering resolution, which calls for a binding public vote on the matter next spring.

However, the council — which does not strongly support Cosmo as a mall

site — could bury consideration of development once and for all.

One item that may influence council members is a shopping mall impact report released by the city manager's office Friday afternoon. The report, prepared at the council's request, studies the four sites that have been mentioned in shopping mall discussion.

In addition to the Cosmo site, the other locations are 492 acres (196.8 hectares) south of the city near U.S. 63, owned by Perry Philips; 82 acres (32.8 hectares) near Biscayne Mall, owned by Marshal Gordon, and 200 acres (80 hectares) at Interstate 70 and Route PP, owned by Robert Tull and Perry Ewing.

The potential initial costs for the city of the four sites vary widely, from \$768,150 for the Gordon property to \$1,415,000 for the Tull-Ewing site. The initial cost for the Cosmo site is \$1,097,300, and \$1,369,300 for the Philips site.

These estimates are "the product of a necessarily brief analysis and without close scrutiny of all possible alternatives," according to the report. The costs are only rough estimates for improvements and service extensions, and do not assume that any of that cost would be picked up by the developer, which is a "worst-case scenario," the report said.

The costs cited are in categories of electric use, water, street, fire, police,

and bus. Expenditures in these categories differ significantly for each site.

The Philips site, for example, would cost about \$515,000 in fire protection, but no additional fire money would be needed for the Gordon and Cosmo Park locations. The Tull-Ewing site would cost \$380,000 for extra fire protection.

Street improvements costing \$725,000 would be the biggest expense for the Cosmo site, while the figure is \$670,000 for the Tull-Ewing site, \$470,000 for the Gordon property and \$350,000 for the Philips land.

But the Philips site would be the most costly in terms of electric service, at \$317,000, followed by Tull-Ewing

at \$223,250, Cosmo Park at \$208,250, and Gordon at \$148,250.

The report adds that the figures should be taken at face value, and not as indicators of the viability of each site. Other factors in the report include energy efficiency — how much additional gasoline consumption each location would cause to mall patrons.

Based on the current center of population, which is just south of Worley Street and east of Stadium Boulevard, Cosmo Park is the most energy-efficient mall location, closely followed by the Gordon site, with Tull-Ewing third and the Philips land a poor fourth, costing more than twice as much for gasoline as Cosmo.

Discussion of long-term impacts focus on shopping center expansion potential and growth next to the center. The cost of urban sprawl was estimated from \$75 to \$260 in additional yearly costs to taxpayers, which, the report said, is "about 20 percent higher than achievable contained growth alternatives."

"The Philips site clearly holds the largest potential for growth pressures," the report said, with 400 to 600 acres (160 to 240 hectares) of land near the site that could be developed. The other sites have much less acreage available for commercial and residential development, from 200 to 250 acres (80 to 100 hectares).

OSU helps Tigers greet new season

By Jeff Krupsaw
Missourian Sportswriter

In his unique manner, Missouri quarterback Phil Bradley has a lot to say about today's Big Eight Conference opener at Faurot Field.

"I ain't talking this week," Bradley said to a pair of reporters on Monday. "I just don't feel like it."

Bradley simply wants no distractions. As temperatures at game time hover in the low 50 degrees F (11 C), the leaves turn their autumn colors

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and the faces of the Tiger players turn grim with seriousness, it's time to get down to the real thing. Now, it's the conference season, the second season.

"It's kinda like a new season," said Missouri Coach Warren Powers.

Some 66,000 fans, who are expected to arrive at Faurot Field to watch Oklahoma State and Missouri kick off their Big Eight schedules at 1:30 p.m. today, want to know if that new season means new results. Even though Missouri is 3-1 in non-conference play and ranked 15th in the country, the Tigers have left many questions unanswered.

Have Bradley and his new receivers grown out of their awkward dating game and formed a successful marriage? After four games last year, Bradley had completed 52 of 83 passes for 602 yards. Thus far, the junior quarterback has connected on 30 of 75 passes for 413 yards.

Were the Tigers overrated when the AP ranked them at No. 5 two weeks ago?

How do the emotional scars left by the frustrating 21-0 loss to Texas compare with the Colorado defeat which preceded Missouri's 35-20 beating by Oklahoma State one year ago?

How will last week's open date affect the Missouri players?

"How well we'll play, hell, I don't know," Powers said. "It seems like a long time since we've played a football game."

"The only thing bothering them (the players) is that their feelings are hurt a little bit."

Hurt feelings linger from their loss to Texas. But when the Tiger players are (See TIGERS, Page 8A)



Bufferin not faster, FTC judge decides; company will fight

WASHINGTON (UPI) — There is no evidence that Bufferin is a faster or better pain reliever than aspirin, and the manufacturer should renounce such advertising claims, a Federal Trade Commission judge ruled Friday.

Bristol-Myers Co., producer of Bufferin and other pain relievers, called the ruling "erroneous" and "contrary to the evidence," and said it will fight the ruling before the full commission.

The order by Administrative Law Judge Montgomery Hyun, which is subject to commission review, said Bristol-Myers should include in future advertisements a disclaimer of any unproven beneficial qualities of the product.

"It has not been scientifically established that the speed of relief provided

by Bufferin is significantly greater than that provided by plain aspirin," Hyun wrote.

"There are no well-controlled clinical studies demonstrating that buffered aspirin, such as Bufferin, causes stomach distress less frequently than plain aspirin," Hyun continued.

And he found there is "not sufficient evidence in the record to show that consumers believe Bufferin and Excedrin have been proved more effective or safer than aspirin."

Bristol-Myers, responding in a statement announcing it will appeal to the full commission, said its claims are based on scientific studies and that its advertising complies with the commission's "reasonable basis" rule for product claims.

For county's symbol, the nominees are...

By Julie Wiens
Missourian staff writer

This is the tale of two columns, er — two sets of columns.

But the story also involves a donkey, a condemned bridge, a sculpture and Abe Lincoln.

This is a story about a symbol for Boone County.

During a lively discussion at the Boone County Court on Thursday about the printing of bridge bonds, county officials were attracted by the printing company's offer to print a "vignette" on the bond notes.

Trouble is, Boone County doesn't have a vignette or symbol. The debate began.

Presiding Judge Bill Frech said the vignette should be a symbol for the county.

Frech and County Clerk Chris Kelly both thought of the columns, but disagreed as to which ones would be more appropriate, the University's or those in front of the County Courthouse.

The two simultaneously voiced their opinions.

"We don't want their columns (the University's)," Kelly said.

"We don't care whose columns they are," Frech said.

Frech conceded it may be "dangerous" for him to say, but the University's columns are "more meaningful in the life of the average citizen of Boone County."

After all, he said the courthouse columns are "just the columns of an old courthouse that burned down." And that is not as "significant" as the fact that Boone County houses the major state university, he said.

Kelly agreed. "You know, they're actually prettier columns."

"Ours don't have ivy on them," Frech added.

At that, Northern District Judge Dick Farmer, a Democrat, expressed his opinion. "I was kinda thinking we should put a donkey on it or something," he said.

Frech, a Republican, laughed. "I'm not even going to suggest the other!"

Frech said Abraham Lincoln might be appropriate.

"How about a facsimile?" Farmer said.

"A 'La Columba'?" Frech said. "I'd rather have a picture of the Rutherford Bridge."

And that's where they left it: with several ideas and no decision.

Army recruiting war spawning casualties

By Jerry Mitchell
United Press International

CHARLOTTE, N.C. — Eighteen-hour days, harassment from superiors, divorce and even mental breakdown often go with the job of being a recruiter for the nation's all-volunteer Army, some recruiters say.

The Army contends many recruiters, who refer to themselves as "the Army's best," add another dimension — cheating.

An investigation begun in Charlotte last May has spread to about a dozen recruiting districts nationwide. So far, 152 recruiters and three officers have been relieved of duty for alleged malpractice. Eight Charlotte District recruiters face courts-martial.

The alleged malpractice includes

Insight

coaching enlistees on the Army entrance examination and altering educational, birth, criminal and Social Security records to help some recruits gain admittance.

Some recruiters, fearing they are bearing a disproportionate share of the blame, agreed to discuss their job anonymously.

"When you first came out as a recruiter, you feel you can handle the job," said one recruiter. "But when you get on the street, you find it's not easy to sell the Army because of all the negativism."

One said he started a typical day at (See RECRUITING, Page 8A)

Inside today

Debatable

More than 100 books reportedly were stolen from the University library Sept. 15, allegedly by the debate coach at Northeast Missouri State University and five members of the NMSU debate team. Read about the allegations on Page 7B.

Friday's scores

Jefferson City	14
Hickman	12
Rock Bridge	20
Marshall	0
Kings	165
Backs	103

See Sports, Pages 1,2,5B

In town today

10 a.m. to 3 p.m. Adopt-A-Pet, Columbia Public Library. Library and Central Missouri Humane Society are co-sponsors. A small number of animals will be available for adoption and on display in the front lobby.

1:30 p.m. Missouri vs. Oklahoma State, Faurot Field.

7:30 p.m. "Manhattan Tour," play, Studio Theater, Gentry Hall basement. Admission: 50 cents.

7:30 p.m. "Kennedy's Children," play, Warehouse Theatre Company Production, Stephens Playhouse. Public \$3, students with IDs \$1.50.

7:30 p.m. "I Do! I Do!" play, Stephens College South Campus. Public \$3, students with IDs \$2.

8:15 p.m. The Beaux Arts Trio, concert, Jesse Auditorium. Public \$5, students \$3.



In a speech to the U.N. Friday, Fidel Castro denounced the West in general, the United States and Israel in particular, and warned that the gap between the rich and poor was sending the world toward a new "holocaust." See Page 5B.

Coming Sunday

Good news

The Missourian likes to spread good news. Beginning Sunday we'll be spreading the news of the important times — the milestones — in your life. Check the People section every Sunday for Milestones.

New seekers

Baker and Bush, Connally and Crane, Anderson and the rest — they're all seeking the 1980 Republican presidential nomination, and their main concern is 65-year-old Ronald Reagan. Read about the strategies and scenarios in the offing as the GOP race starts heating up — on the Background page in Sunday's Columbia Missourian.